



FirstNet Training for Dell Sales Teams





Introductions



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Agenda

- What is FirstNet?
- What value FirstNet brings to your customers
- Which customers qualify for FirstNet
- Which Dell devices work with FirstNet
- What value FirstNet brings you
- How to introduce FirstNet to your customers
- How to overcome objections
- How to create estimates and orders in the Dell Sales Application (DSA)





What is FirstNet?

FirstNet is the Mobile Broadband network designated to first responders, public safety, and those that support their vital efforts.

Two Way Direct is Dell's Mobile Broadband Partner making ordering and deploying FirstNet Ready Devices simple and easy for both the customer and Dell Sales Teams.





Why FirstNet Mobile Broadband brings more value your customers

Efficiency. Mobile Broadband enables your customers to have connectivity for their device anywhere they go.

Dedicated Public Safety Network. FirstNet is the only Mobile Broadband in the country that brings a physically separate network core, with government oversight and accountability from the FirstNet Authority. Dedicated to public safety and those that support their vital efforts; FirstNet provides users with always-on, 24x7 priority and preemption service with no throttling. No other major commercial carrier can match the quality of the priority offered by FirstNet. The speed, performance and reliability provided by FirstNet allows emergency personnel to share videos, text messages, photos and other essential information during incidents in near real time and utilize location services to help with mapping capabilities during rescues and evacuations. Having an unlimited, reliable and fast Internet connection on a separate cellular network gives first responders the confidence they need to handle any emergency.

Nationwide Coverage. Reaches more than 99% of Americans supported by billions of dollars invested in people, processes, systems, and equipment designed to provide customers with the first nationwide, public safety grade LTE network.

Cost Savings. Eliminates the need to purchase and maintain external routers or hotspots for connectivity while increasing performance and improving security.

Additional Savings. Two Way Direct passes promotional offers through to Dell's customers for additional savings when they are available from the service provider. Effective 2/1/2021, for a limited time, FirstNet Agency Paid customers can receive a \$300 credit with purchase of select FirstNet ReadyTM devices with new activation. The device must be activated with an eligible FirstNet plan. This promotion helps reduce the overall cost of their devices.

Easy Setup. The Dell partnership with Two Way Direct makes deploying a Dell device with FirstNet simple and easy. When the device arrives to the customer, it will be ready for deployment with clear path to resolution for any issues the customer may incur.





Who's eligible for FirstNet?

Primary Users are Public Safety Entities that act as first responders, the agencies who are at an emergency scene first. This includes law enforcement, fire protection services, emergency (911) call dispatching and government Public Safety Answering Points, emergency planning and management offices, and ambulance safety services.

Extended Primary Users are those agencies, organizations, non-profit or for-profit companies that provide public safety services in support of Primary Users. They provide mitigation, remediation, overhaul, clean-up, restoration, or other such services during or after an incident.

- Police / Police Cars / Police Agencies = 1.4M users
- Fireman / Fire Trucks / Fire Stations = 1.5M users
- EMS = 850K users
- Healthcare Workers / Hospitals / Medical / Telemedicine / Telehealth = 86M users
- Utilities = 216K users
- Education = 610K users
- Transportation = 2.8M users

Complete FirstNet eligibility list here





FirstNet Ready Devices



Latitude 7220 Rugged Extreme





Latitude 7220EX Rugged Extreme





Latitude 7424 Rugged Extreme





Latitude 5424 Rugged



READY



Latitude 5420 Rugged









What does this mean for you?

- **Customer Retention.** Just selling device is generally not going to be enough. Selling a solution based on the customers ecosystem and future desires for technology not only helps you with your goals but keeps Dell relevant and in a consultative position.
- **Customer Demand.** Rapidly growing customer demand with 2M+ FirstNet connections and 15K+ public safety agencies and organizations subscribed as of 2/17/2021 since it launched in 2018.
- Customer Value. Brings more value to your customers with a better network, cost savings, and easy setup.
- New Lines of Business. Leveraging existing relationships inside an agency or municipality to gain entry into new lines of business.





How to introduce FirstNet to your customers

- 1. How are you using these mobile devices (in the field, etc)?
- 2. How are you connecting to Mobile Broadband in the field (router or hotspot)?
- 3. If so, what carrier do you use?
 - FirstNet
 - AT&T
 - Verizon
 - T-Mobile
- 4. Do you have coverage, data throttling or bandwidth issues with your current carrier?
- 5. Have you heard of FirstNet?
 - Designated Public Safety Network, Nationwide Coverage, Cost Savings, and Easy Setup
- 6. Would you like me to have our Mobile Broadband Partner, Two Way Direct, reach out to you to discuss FirstNet in more detail? They can provide all the information you'll need from rate plan pricing, carrier promos, coverage, and activation coordination. In the meantime, I'd be happy to send you a quote on the FirstNet Ready device with the FirstNet sim card already installed.
 - Call 888-413-5322 or email us at dell@twowaydirect.com





Overcoming Objections

1. AT&T coverage isn't good.

- When was the last time you checked the AT&T coverage?
- Possible demo opportunity if it was not recent
- Refer them to speak to TWD as you don't need to be a subject matter expert. We can speak to the buildout plan and utilization of partner towers.

2. Is FirstNet 5G ready?

• FirstNet users will have access to 5G wherever 5G for commercial use is currently available. However, Band 14 will stay on 4G LTE for the time being to protect public safety device investments, and key functionality.

3. Can I bring my 5G devices to FirstNet?

If the device is considered "FirstNet Ready" that device can be brought onto the FirstNet network.

4. How do the rate plans compare to my current service from Verizon or T-Mobile?

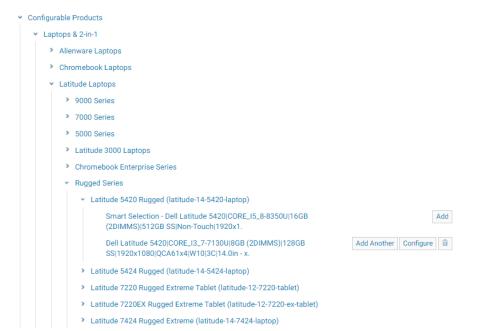
• Government plans can differ by State and Agency – I would love to get you in contact with our FirstNet contact at Two Way Direct. They can give you a side-by-side comparison of the cost for each carrier.





STEP 1: Select, add, and configure a customizable FirstNet Ready Dell Device

Latitude 7220 Rugged Extreme Latitude 7220EX Rugged Extreme Latitude 7424 Rugged Extreme Latitude 5424 Rugged Latitude 5420 Rugged Latitude 9420 (Laptop or 2-in-1) Latitude 9520 (Laptop or 2-in-1) Latitude 7320 (Laptop or 2-in-1) Latitude 7420 (Laptop or 2-in-1) Latitude 7520 (Laptop) Latitude 7320 Detachable







STEP 2: Add Mobile Broadband = AT&T

[114] Mobile Broadband

Qualcomm® Snapdragon™ X20 LTE (DW5821e) ATT [GILKQV7] [556-BBZI] [575-BBYX]

Help me choose

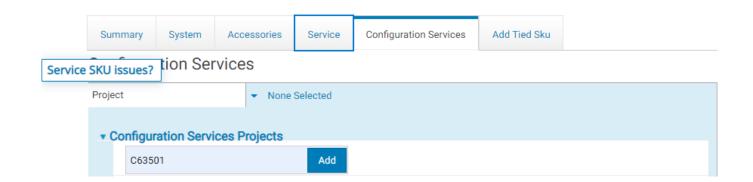
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	Mobile Broadband	Planned Quantity		DBC	List Price	Sourc	e LT
	No Mobile Broadband Card [GLAU7Q1] [362-BB BB]		(\$309.00)	(\$9.00)/mo	\$0.00	Dell	2
	Qualcomm® Snapdragon™ X20 LTE (DW5821 e) Sprint [GRVML90] [556-BBZF] [575-BBYX]	A 21	\$0.00	\$0.00/mo	\$309.00	Dell	1
(Qualcomm® Snapdragon™ X20 LTE (DW5821 e) ATT [GILKQV7] [556-BBZI] [575-BBYX]	▲ 233	\$0.00	\$0.00/mo	\$309.00	Dell	1
	Qualcomm® Snapdragon™ X20 LTE (DW5821 e) Verizon [G5MX46I] [556-BBZJ] [575-BBYX]		\$0.00	\$0.00/mo	\$309.00	Dell	1

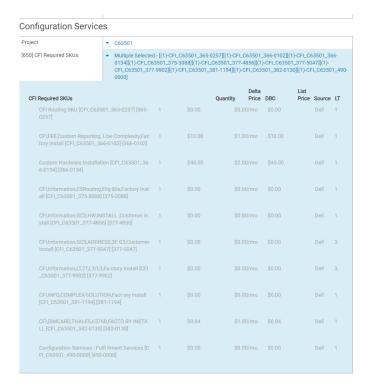




STEP 3: Add the FirstNet Mobile Broadband Sim Card

Go to: Configuration Services > None Selected > Configuration Services Projects > Search & Add: Project ID C63501









STEP 4: Add the contact

Add the Mobile Broadband Customer Contact name, phone, and email in the 'Shipping Address' or 'Shipping Instructions' fields.

Line 1: Full Name

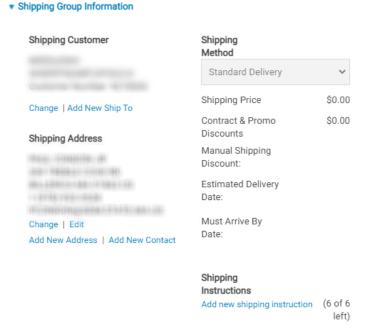
Line 2: Phone Number

Line 3: Email Address

Line 4: Required shipping service level as paid for in the order

STEP 5: Select 'Merge Center Shipping' as the 'Shipping Method' and indicate the required 'Shipping Service Level' within the 'Shipping Instructions' fields.

Two Way Direct will take care of the process from there to assure the unit is shipped ready to connect to the FirstNet Network.







Additional Resources

Dell's Mobile Broadband Partner Portal:

www.twowaydirect.com/dell

Two Way Direct (Dell / FirstNet Support):

888-413-5322

dell@twowaydirect.com